



LEASING GUIDE

**THIS IS MY
VILLAGE**

**ST MARYS VILLAGE IS AT
THE HUB OF SYDNEY'S
RAPIDLY GROWING
WESTERN CORRIDOR**



OUR CENTRE

St Marys Village is an enclosed, single level Shopping Centre that is anchored by Target and Woolworths with over 40 specialty stores.

The St Marys Town Centre, railway station and bus interchange are located some 500 metres to the North-East of the Centre, providing good public transport access. St Marys Village has easy on-grade parking with over 500 parking spaces.

As the only sub-regional Shopping Centre within the main trade area, St Marys Village is an attractive shopping destination for the residents of the main trade area.



CENTRE FACTS

CENTRE
TYPE

SUB REGIONAL CENTRE

212

FOOD COURT SEATS

16,019 SQM

TOTAL GLA

\$98.8 MILLION

CENTRE MAT

3.2 MILLION

TRAFFIC

MAJOR
TENANTS

WOOLWORTHS & TARGET

41

SPECIALTIES

\$8,356

SPECIALTY SALES
PER SQM

551

CAR PARKS

OUR KEY BRANDS



OUR CUSTOMERS

Our key residents in our trade areas are identified as Middle Australia who are predominantly family households.

The majority of residents are in households comprising traditional families with 51% being couples with dependent children. The proportion of couples without children at 21% is below the Metropolitan Sydney average of 24%.

The centre caters for a wide range of age groups with the average age being 35 years.

Source: Mosaic Report Date XX



CUSTOMER PROFILE

28%

WORK PART TIME

35_{YEARS}

AVERAGE AGE

68%

EMPLOYED FULL TIME MAINLY
IN THE LABOUR WORKFORCE

51.8%

LIVING IN OWN HOME
(23.4% FULLY OWNED &
28.4% MORTGAGED)

50.4%

FEMALE

43.9%

RENTING

37.7%

MARRIED

63%

BORN IN AUSTRALIA



KEY STATS

49%

OF CUSTOMERS ARE
HEAVY USERS – VISITING
2-3 TIMES PER WEEK

84%

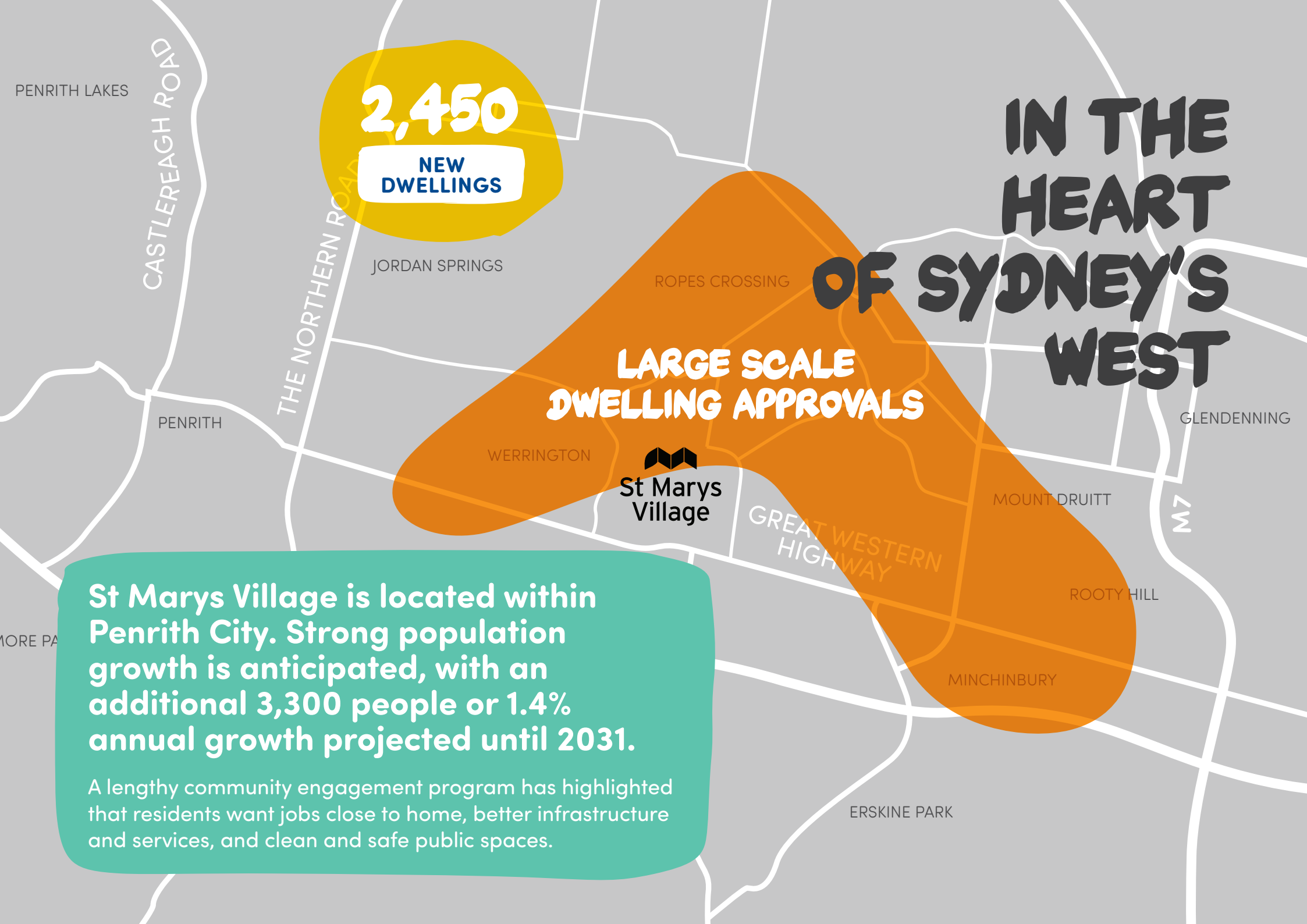
OF CUSTOMERS ARE
MISSION SHOPPERS

34%

OF CUSTOMERS SPEND
ON FOOD CATERING

65%

OF CUSTOMERS SPEND
ON FOOD RETAIL



2,450

**NEW
DWELLINGS**

JORDAN SPRINGS

ROPES CROSSING

**LARGE SCALE
DWELLING APPROVALS**

WERRINGTON


**St Marys
Village**

GREAT WESTERN
HIGHWAY

MOUNT DRUITT

M7

ROOTY HILL

MINCHINBURY

ERSKINE PARK

St Marys Village is located within Penrith City. Strong population growth is anticipated, with an additional 3,300 people or 1.4% annual growth projected until 2031.

A lengthy community engagement program has highlighted that residents want jobs close to home, better infrastructure and services, and clean and safe public spaces.

**IN THE
HEART
OF SYDNEY'S
WEST**

TRADE AREA DEVELOPMENTS

RESIDENTIAL

- Penrith City Centre: \$300M in lodged development applications, 250 new apartments to house 10,000 people.
- Jordan Springs: \$600M project, 2,450 new dwellings.
- Penrith Lakes: 350 new housing lots.
- Waterside: \$173M project, 600 new housing lots.

Large scale dwelling approvals are lodged or planned in the following trade area sectors:

- Primary Sector: St Marys town centre around the Great Western Highway, Claremont Meadows, Caddens and Werrington.
- Secondary Sector: Ropes Crossing and Jordan Springs estates and on the edge of Mount Druitt town centre.
- Tertiary Sector: Marsden Park & Minchinbury.

Source: St Marys Development - Urbis, January 2015

2,450

NEW DWELLINGS

JORDAN SPRINGS

600

NEW DWELLINGS

WATERSIDE

350

NEW DWELLINGS

PENRITH LAKES

TRADE AREA DEVELOPMENTS

URBAN

- St Marys: \$100M intermodal terminal planned by Asciano to handle up to 300,000 shipping container movements per annum.
- Werrington Corporate Park: \$28M development of a 58 hectare business park precinct, with the potential to create 6,000 'knowledge' jobs over the next 20 years.

6,000

NEW JOBS OVER 20 YEARS

**WERRINGTON
CORPORATE PARK**

MAJOR INFRASTRUCTURE PROJECTS

- South West Rail Link extension: Connecting to the T1 Western Line to the north near St Marys and south to Narellan. The corridor will provide connection to the South West growth centre, broader western Sydney employment area and Western Sydney Airport. \$1 billion investment creating 25,000 jobs and 7,000 new dwellings.
- Western Sydney Airport (Badgery's Creek): \$3.4 billion investment with anticipated opening in 2027.
- Erskine Park Link Road: \$55 million project to link the M4 and M7 motorways.

Source: Penrith Regional City, Major Developments & Investment Opportunities, March 2013

\$3.4B

INVESTMENT

WESTERN
SYDNEY AIRPORT

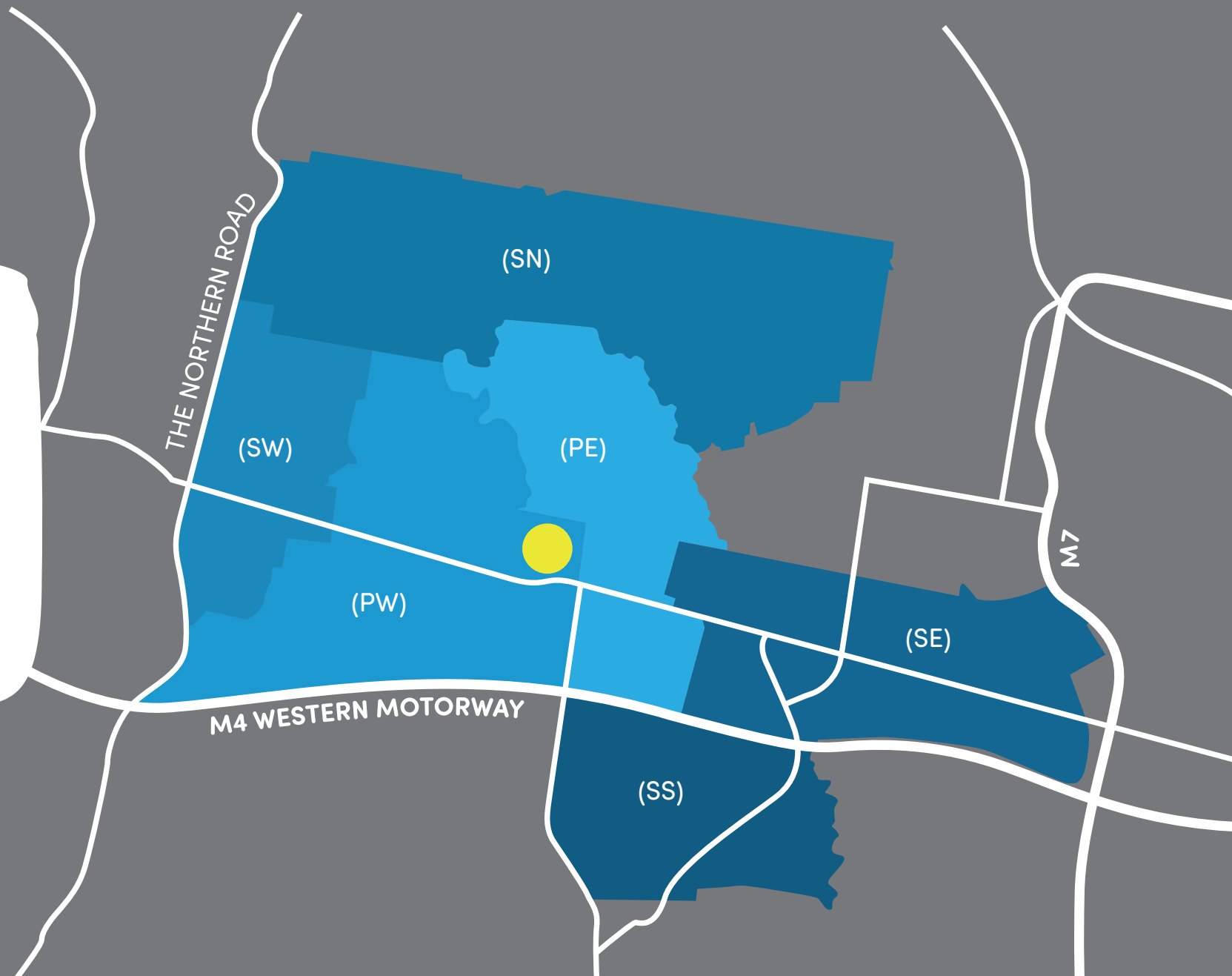
\$1B

INVESTMENT

SOUTH WEST RAIL
EXTENSION

TRADE AREA MAP

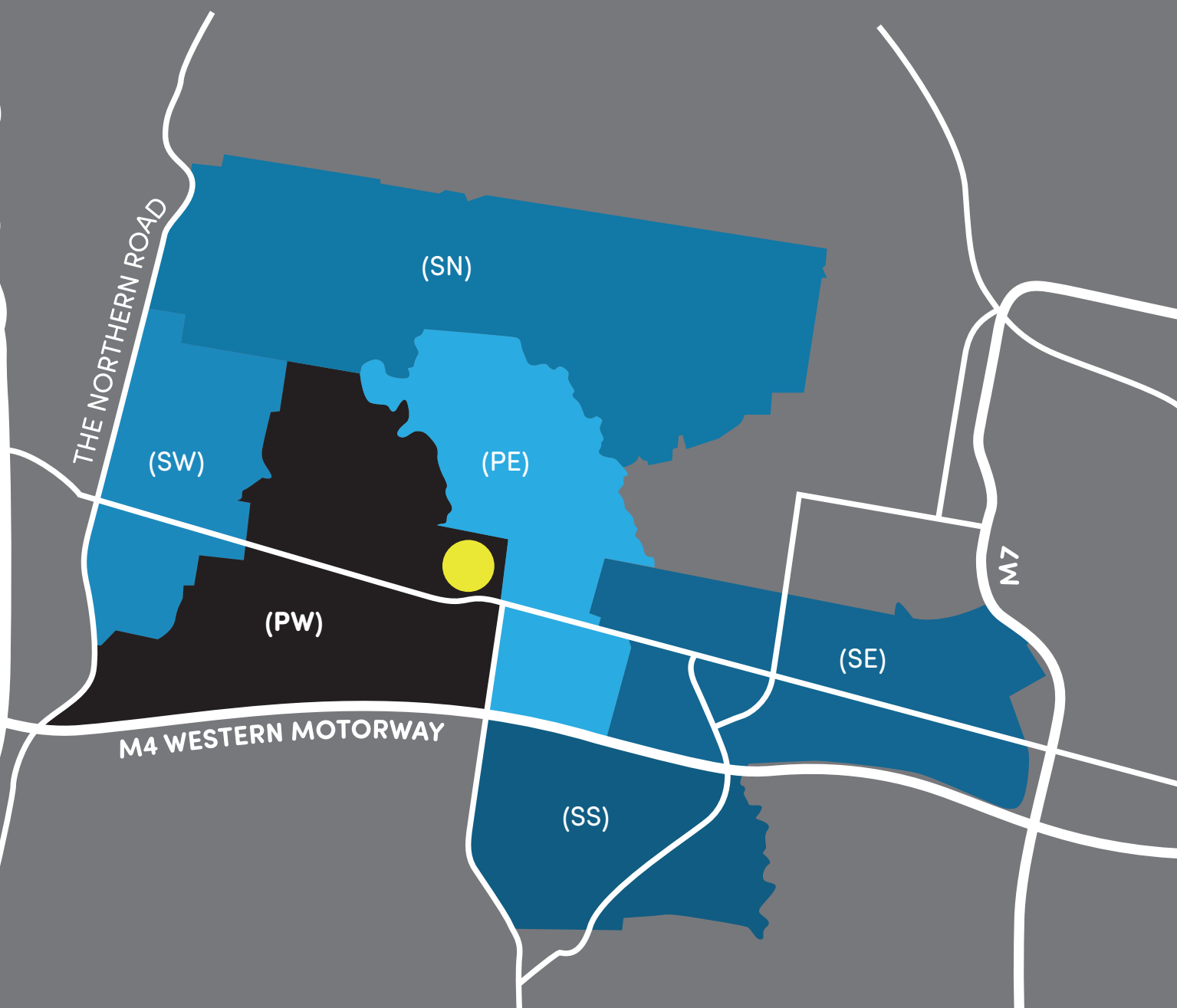
- Primary East (PE)
- Primary West (PW)
- Secondary West (SW)
- Secondary North (SN)
- Secondary East (SE)
- Secondary South (SS)
- St Marys Village



TRADE AREA MAP

PRIMARY WEST

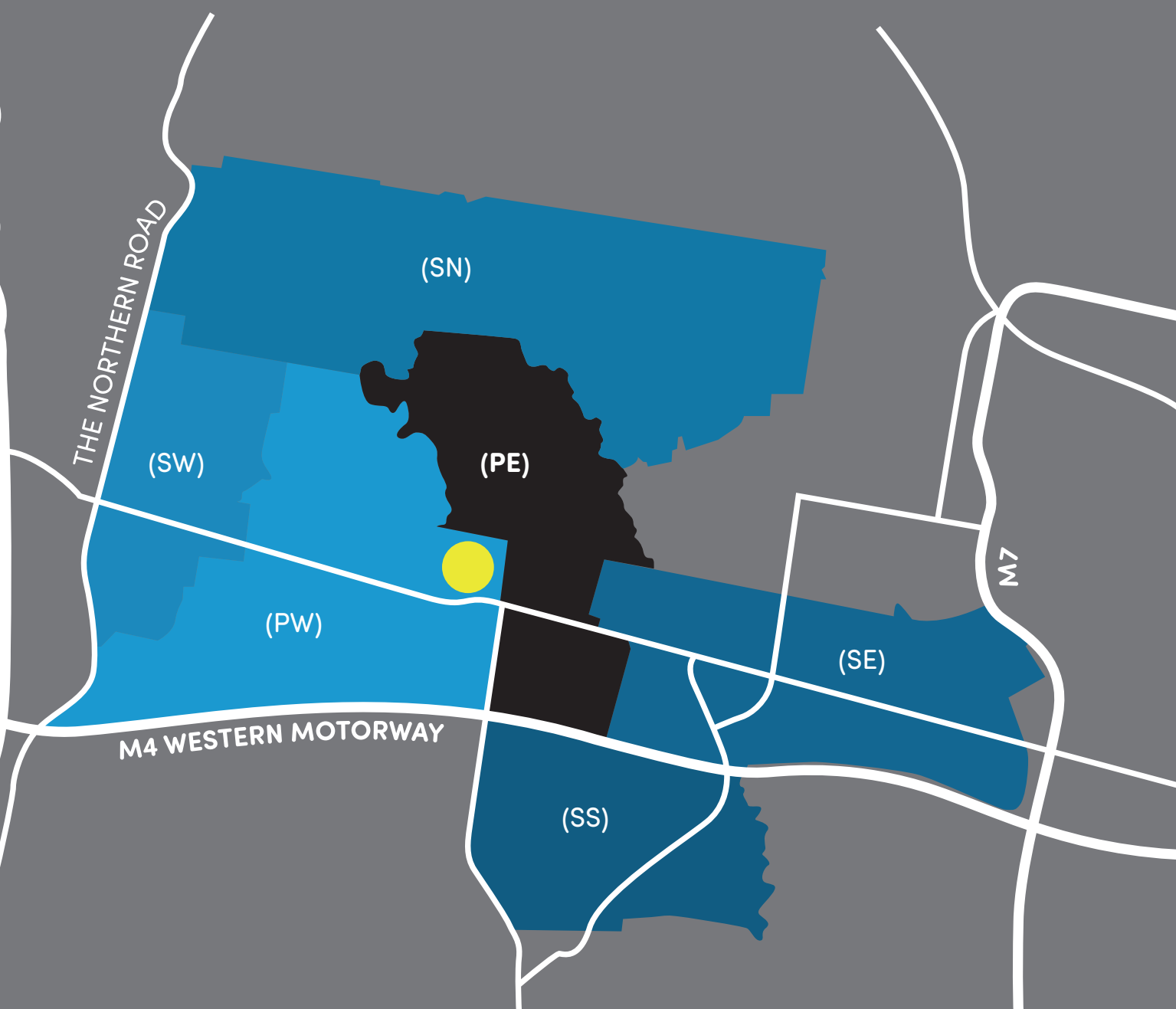
- Contribution to spend 23%
- Residents are slightly younger than the average Sydney resident
- The sector contains the core shoppers of the Centre, contributing almost a quarter of total centre spend
- Average spend per visit \$66



TRADE AREA MAP

PRIMARY EAST

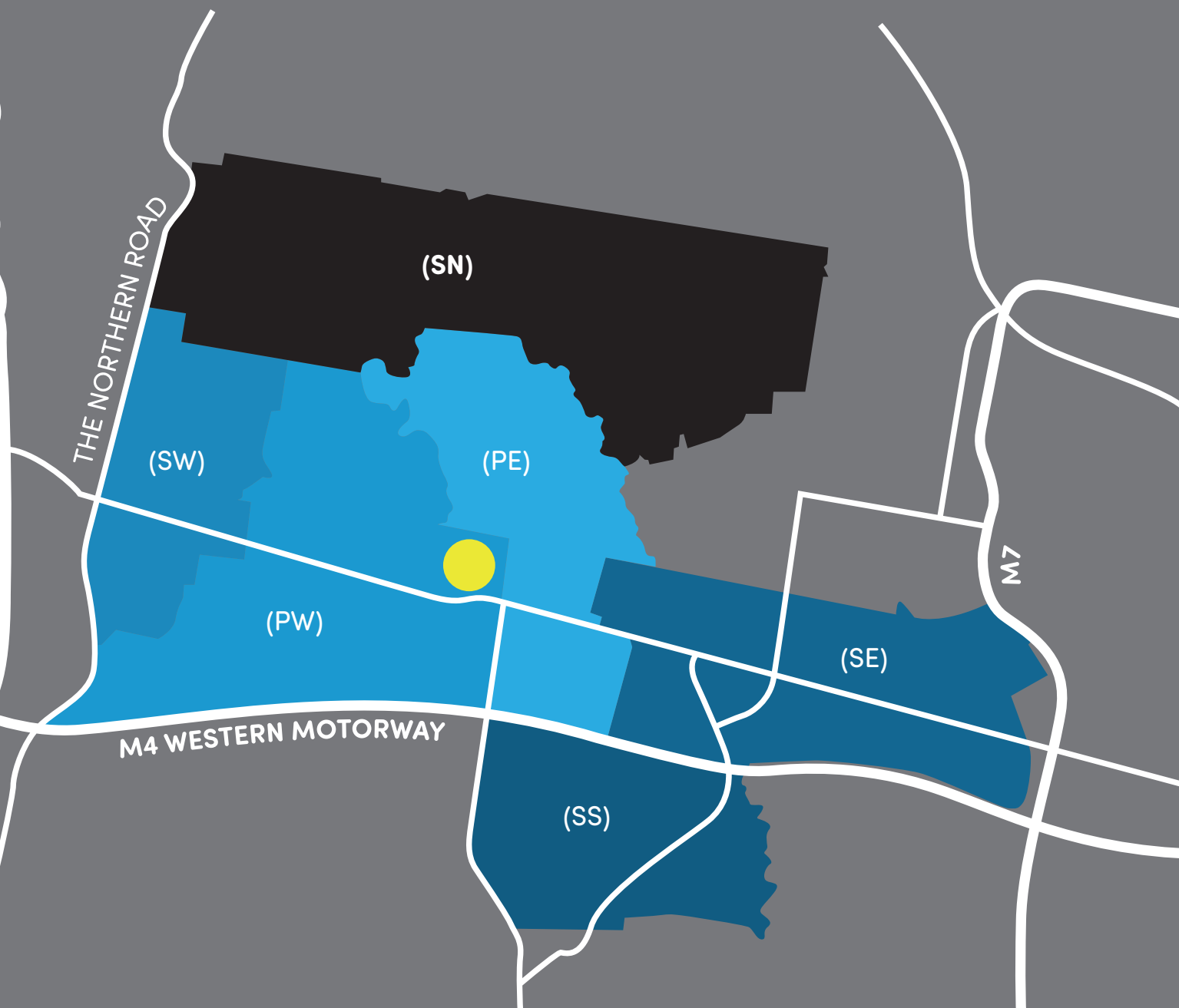
- Contribution to spend 21%
- Residents are skewed towards the 55+ age band
- Compared to the Primary West sector, these residents are accessing the Centre for a great number of retail needs, particularly general retail.
- Average Spend per visit \$68



TRADE AREA MAP

SECONDARY NORTH

- Contribution to spend 7%
- This sector is a younger demographic.
- Residents contribute the least amount of centre spend, driven by lower number of visits.
- Average spend per visit \$67



TRADE AREA MAP

SECONDARY EAST

- Contribution to spend 9%
- This sector is the largest region by population, yet records the lowest penetration.
- Average spend per visit \$73

THE NORTHERN ROAD

M4 WESTERN MOTORWAY

M7

(SN)

(SW)

(PE)

(PW)

(SE)

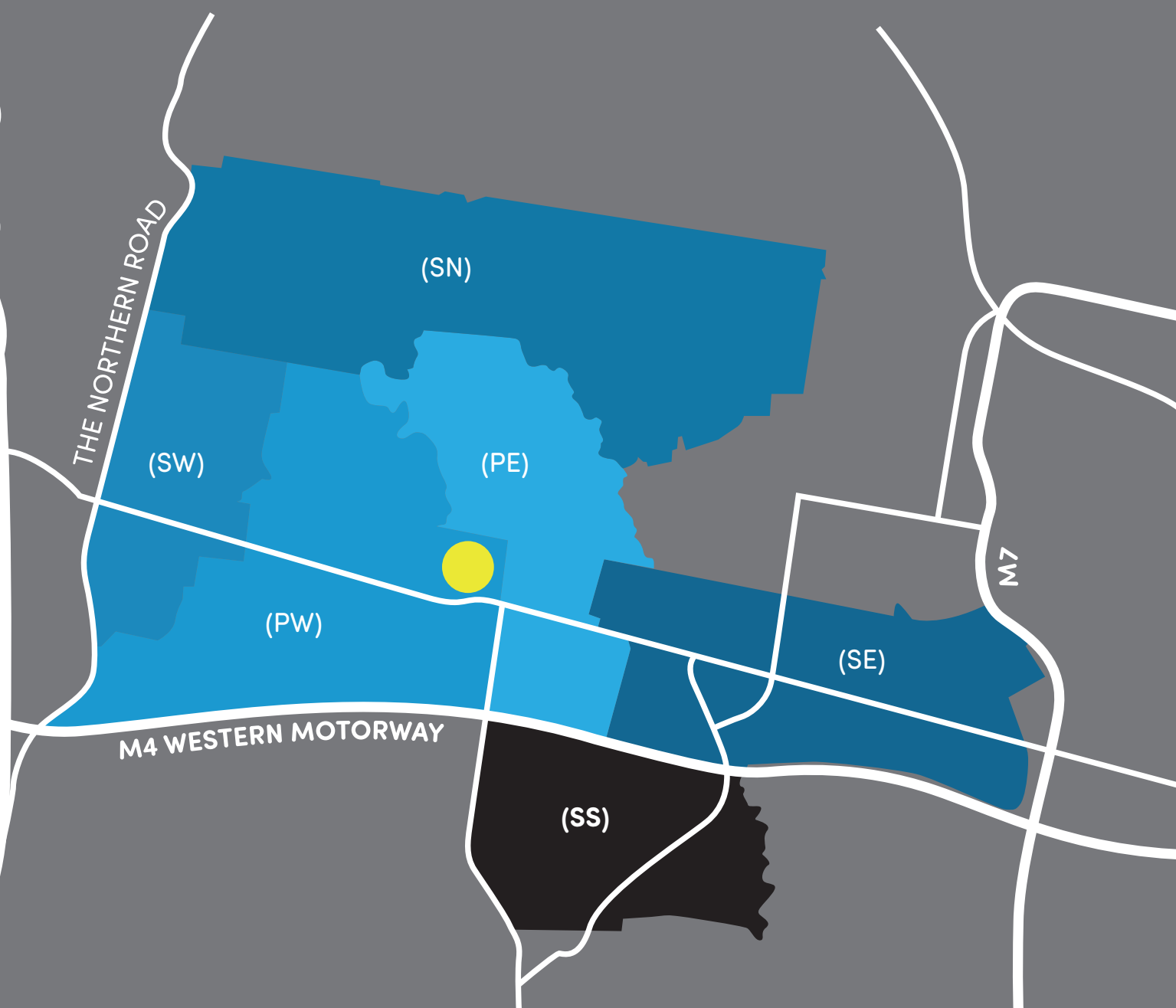
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TRADE AREA MAP

SECONDARY SOUTH

- Contribution to spend 10%
- Residents are the most highly engaged of secondary sectors with significantly higher penetration and greatest contribution to centre spend.
- The sector's in centre wallet spend is dominated by discount department stores.
- Residents above Sydney average income at \$95K
- Average spend for visit - \$67



FLOOR PLAN



CONTACT US NOW FOR YOUR OPPORTUNITY TO BECOME A PART OF ST MARYS VILLAGE.

Mirvac Leasing:
leasing@stmarysvillage.com.au

St Marys Village 

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